

UNDERSTANDING THE IMPACT OF COVID-19

With the health and safety of our community being our primary focus, there are many concerns regarding the economy, both local and national, due to the global healthcare pandemic.

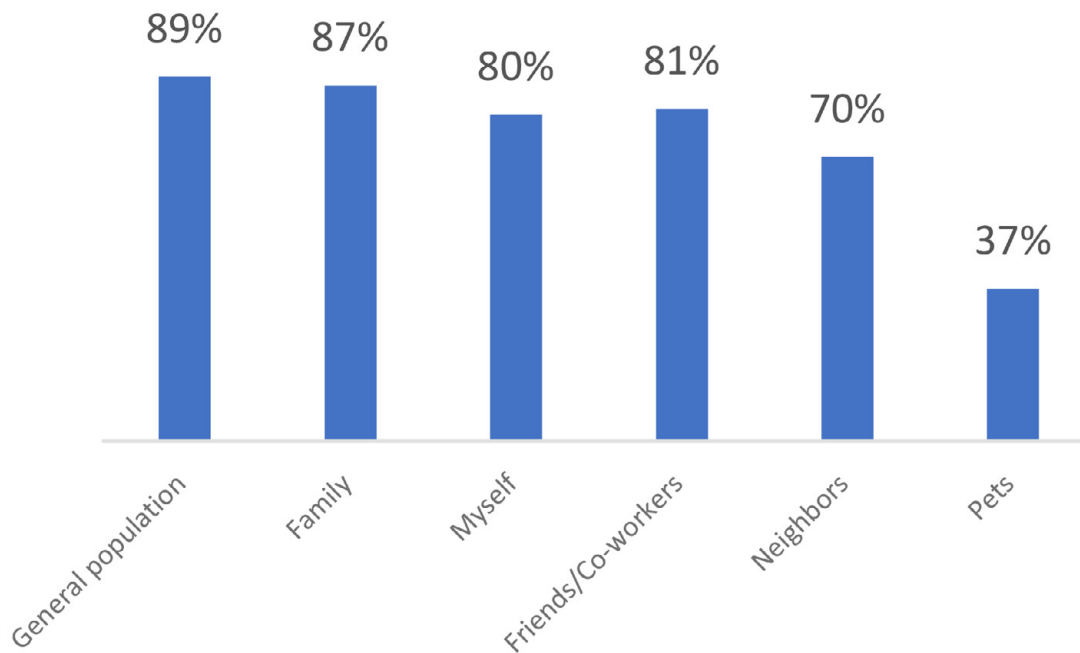
Because of this, Leischen Marketing Research recently conducted a study among the general population to understand the perceptions and concerns about Covid-19.

Prepared by:



Overall Concern

How concerned are you for yourself and your loved ones due to the recent health news? (Very/somewhat concerned)



Overall, respondents are more concerned about the general population and their family than they are for themselves, friends/co-workers and neighbors.

And least concerned about their pets.

Life Adjustments



More than $\frac{3}{4}$ are experiencing a disruption in their everyday life, with 58% expecting this disruption to last a month or more.

Many are curtailing their outings like eating out and traveling.

Purchasing Decisions

48% are shopping online more in the past 30 days due to concerns about Covid-19 and convenience.

30% started buying items made in the U.S. more than before and 10% only buy items made in the U.S.

Shoppers are buying items made in the U.S because:

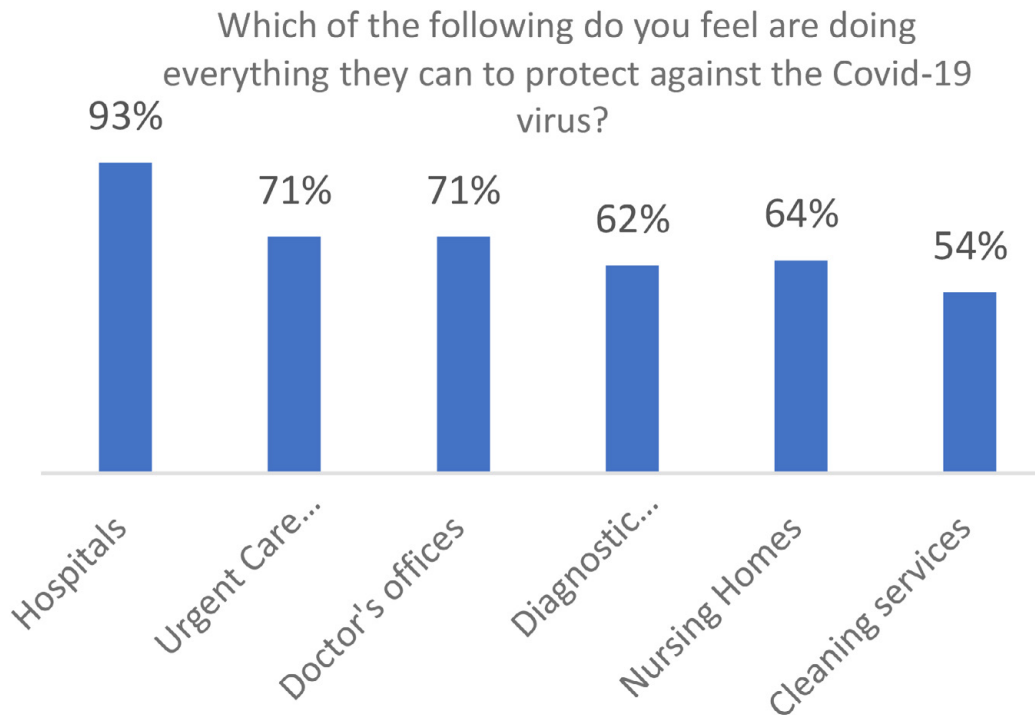
72% Support for U.S. manufacturers and jobs in the U.S.

50% Because of the Covid-19 virus

45% Perceive U.S. products to have a higher quality

From a business perspective, 34% are working from home full or part time with 13% reporting that their office is closed. Other disruptions to the work environment include avoiding break-rooms (62%) and social gatherings at work (77%).

Health & Wellness



When it comes to perceiving who is better at protecting against the Covid-19 virus, only 54% feel that cleaning services and 64% feel that nursing homes are doing a good job.

But nearly all, 93%, feel that hospitals are doing everything they can to protect against the Covid-19 virus.



About Leischen Marketing Research.

Leischen Marketing Research was founded by Kathleen Leischen in 2004 and have more than 25 years of experience, working across a variety of industries. We are a privately-owned company, offering a full suite of marketing research services.

We work with a team of research experts which allows us to meet all our clients' needs but also be flexible and affordable.

With extensive experience in marketing research, the company values providing clients with insight, answering the question..."so what does this mean?".

We really shine at taking the raw numbers and turning them into insight that means something. Too often research reports provide "nice-to-know" information that clients can't do anything with other than put the report on the shelf to collect dust. In this competitive environment, businesses need insight they can use to grow.

We design the research so that the insight collected can be used to make decisions, not sit on a shelf and collect dust. To learn more about our company or our services, please visit us at www.LeischenResearch.com.